

Magazine: GQ
Issue: 1/00/85

Total Pages: 176

PHILIP MORRIS ADS	MIN SEF	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		CAMEL L+CAMEL # 538 pg 161-63	PA+1/4 COUPON! FREE PACK OR \$2 OFF CARTON.	
		STERLING # 123 pg 177		
		SALEM+L # 459 pg 180		

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$69,944

2040489407

Magazine: GQ

Issue: 2/00/85

Total Pages: 226

PHILIP MORRIS ADS	MIN SEF	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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SALEM L+100L

236 pg f39

CAMEL L

493 pg f63

VANTAGE +100

441 pg f91

WINSTON L

201 pg f3C

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$77,052

2T 5W X 11

NO CREASE POINTS: PATENTED NO.

2040689410

Magazine: GQ
Issue: 3/00/85

Total Pages: 340

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		WINSTON		
		* 463 pg:111		
		CAMEL	SP	
		* 303 pg:122-123		
		DUNHILL	1/2 PG	
		* 101 pg:172		
		VANTAGE+100		
		* 441 pg:307		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$89,126

2040687411

Magazine: GQ
Issue: 4/00/85

Total Pages: 306

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		CAMEL # 305 pg #2C		
		SALEM+100 # 464 pg #3C		

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$38,526

2040689412

Magazine: GQ

Issue: 5/00/85

Total Pages: 258

ADG	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
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		VANTAGE # 446 pg 12C-PG1	1SP	
		WINSTON L. # 205 pg 153		
		CAMEL L. # 548 pg 1125		
		DUNHILL # 101 pg 1134	1/2 PG	

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$89,126

2040689413

Magazine: CQ
Issue: 6/00/85

Total Pages: 264

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		SALEM L+100L # 248 pg 179		
		CAMEL # 307 pg 143		
		WINSTON # 472 pg 1237		
		VANTAGE # 445 pg 1253		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$77,052

2040689414

Magazine: GQ
Issue: 7/00/85

Total Pages: 188

PHILIP MORRIS ADS	MIN. SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		DUNHILL * 101 pg#28	1/2 PG	
		STERLING * 125 pg#40-41	SP	
		SALEM+L+UL * 473 pg#50-51	SP	
		CAMEL L * 560 pg#71	SP	
		VANTAGE * 448 pg#80-81	SP+1/4	COUPON! \$1.50 OFF
				CARTON+

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$159,736

2040689415

Magazine: QQ
Issue#: 8/00/85

Total Pages: 220

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		SALEM+100 # 464 pg#54		
		CAMEL # 305 pg#79		
		WINSTON L # 204 pg#101		
		VANTAGE # 445 pg#191		
		STERLING # 131 pg#8C		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$101,202

2040689416

Magazine: GQ

Issue: 9/00/85

Total Pages: 446

ADG	MIN SEP	COMPETITIVE ADG	SIZE/ COLOR	REMARKS
		CAMEL L # 548 Pg 12C		
		DUNHILL # 101 Pg 114	1 1/2 PG	
		STERLING+M # 138 Pg 150-151	SP	
		SALEM L+100L # 249 Pg 1BC		

TOTAL CIGARETTE ADG = 4 TOTAL ADVERTISING = \$94,013

Magazine: CG
Issue: 10/00/95

Total Pages: 344

PHILIP MORRIS	MIN. ADS	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		VANTAGE # 449 pg 178-79	1SP	
		STERLING # 142 pg 142-143	SP	
		CAMEL L # 548 pg 1323		

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$96,313

Magazine: GQ
Issue: 11/00/85

Total Pages: 312

PHILIP MORRIS ADS	MEN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		DUNNILL # 104 pg 174	1 1/2 PG	
		WINSTON # 477 pg 153		
		SALEM #100 # 484 pg 169		
		CAMEL # 323 pg 177		
		STERLING # 147 pg 189		

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$89,127

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Magazine: .00

Issue: 12/00/85

Total Pages: 312

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		WINSTON # 477 pg:12C		
		CAMEL L+CAMEL # 579 pg:166-69	SP+1/2 COUPON! \$1 OFF 2 PACKS FOR CARTON	
		SALEM+L # 481 pg:165		
		STERLING # 147 pg:173		

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$121,959

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